

**For Immediate Release
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PRESS RELEASE

New Version of crm-now/PS CRM On Demand System Now Available

Affordable CRM On Demand system for small and medium size businesses now includes additional features.

Stone Ridge, VA, November 2, 2010 – Illuminetic and crm-now are pleased to announce that the latest version of the crm-now/PS cloud-based Customer Relationship Management (CRM) solution is now available. Based on vtiger version 5.2, the newest version of crm-now/PS continues to provide the ease-of-use features and stability that crm-now/PS is known for.

New features include:

- An enhanced Project Management Module
- An Asset Management Module
- A custom module installer, allowing crm-now/PS administrators to quickly and easily add new capabilities to their system
- Improved, search capability
- Comment capability for collaborative project activities

“crm-now/PS has always provided small and medium sized business with features typically available only to large companies.” said Dr. Frank Piepiorra, CRM Manager of crm-now. “With our latest release, we have significantly enhanced these capabilities.”

Delivered as a fully secure SaaS application the crm-now/PS system provides a full featured CRM system including modules for sales, marketing, support, and supply chain management. The system pricing is structured to allow smaller companies to take advantage of CRM capabilities that are typically only available to larger organizations. In addition to features enhancements, a number of bug fixes and performance improvements are included in the new release.

The crm-now/PS system is available for US based companies from Illuminetic and to companies in other countries from crm-now. Qualified organizations can sign-up for a free 30 day trial of the system.

About Illuminetic: Illuminetic, based in Stone Ridge, Virginia, provides cloud-based CRM solutions and related consulting services for small to medium-sized enterprises. It is the exclusive provider of the crm-now/PS system in the United States. The company is an independent, innovative solution provider that focuses on the successful integration of technology and business processes. For more information, visit www.illuminetic.com.

About crm-now: crm-now, based in Berlin, Germany has been providing CRM solutions and related consulting services since 2004. crm-now is a project of the im-netz Neue Medien GmbH– a world-class provider of Internet-based communications and applications services since 1993. For more information, visit www.crm-now.com.

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